

CLAIMS

The invention is hereby claimed as follows:

- Sub B17
1. A gaming device comprising:
- 5 a plurality of award modifiers;
- a display device which displays said award modifiers and designates one of said award modifiers;
- a plurality of reels;
- 10 an activator on said reels; and
- a processor which controls said display device and said reels, which modifies the award using the designated award modifier when the player obtains the activator on said reels, and which randomly causes the display device to re-designate an award modifier after the player obtains the activator.
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2. The gaming device of Claim 1, wherein the processor randomly re-designates an award modifier based on a weighting system, such that at least one award modifier is more likely to be re-designated than at least one other award modifier.
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3. The gaming device of Claim 1, which includes a weighting system used by the processor to randomly re-designate a low value modifier more often than a high value modifier.

4. The gaming device of Claim 1, which includes a weighting system used by the processor to randomly re-designate a low value modifier but not a lowest value modifier more often than at least one other award modifier.

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5. The gaming device of Claim 1, which includes two groups of award modifiers, wherein said processor randomly causes the display device to re-designate an award modifier from each group.

10 6. The gaming device of Claim 5, wherein the processor randomly re-designates an award modifier from each group based on a weighting system, such that at least one award modifier from each group is more likely to be re-designated than at least one award modifier from the respective group.

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7. The gaming device of Claim 5, wherein award modifiers of the first group are mathematically related to award modifiers of the second group.

20 8. The gaming device of Claim 5, wherein the designated award modifier of the first group is mathematically related to the designated award modifier of the second group.

9. The gaming device of Claim 5, which includes a separate activator associated with each group of award modifiers, wherein a designated modifier from one of the groups changes the award when the player obtains the activator associated with the group.

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10. The gaming device of Claim 1, which includes an incrementor displayed on at least one reel that changes the designated award modifier when the player obtains the incrementor.

10 11. The gaming device of Claim 10, wherein the incrementor is a combination of symbols simultaneously displayed on the reels.

12. The gaming device of Claim 10, wherein the incrementor is a single symbol on a reel.

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13. The gaming device of Claim 1, wherein the activator is a single symbol on a reel.

14. The gaming device of Claim 1, wherein the display device
20 simultaneously displays each of the award modifiers.

15. The gaming device of Claim 14, wherein the display device includes means for illuminating the designated modifier.

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- 16. The gaming device of Claim 14, wherein the modifiers range from low value modifiers to high value modifiers.
- 17. The gaming device of Claim 1, wherein the award is obtained from winning a base game of the gaming device.
- 18. The gaming device of Claim 1, wherein the award is a multiple of a player's wager.
- 19. The gaming device of Claim 1, wherein the award modifiers are multipliers.
- 20. The gaming device of Claim 1, which includes a plurality of incrementors displayed by at least one reel.
- 21. The gaming device of Claim 1, which includes a plurality of activators displayed by at least one reel.
- 22. A gaming device comprising:
 - a plurality of award modifiers ranging from a low value to a high value wherein each award modifiers are adapted to change a player's award in a primary game;
 - a display device which designates one of said award modifiers;

a processor which controls the display device and said primary game; and

an activator in said primary game, wherein the processor changes the player's award using the designated award modifier when the player obtains the activator, and wherein the processor randomly re-designates one of the award modifiers using a weighted probability distribution after the player obtains the activator.

23. A method for operating a gaming device, the method comprising the steps of:

- (a) designating a modifier from a plurality of modifiers;
- (b) enabling a player to play a base game of the gaming device;
- (c) increasing the designated modifier upon a predefined base game outcome;
- (d) determining if the player obtains an activator in the base game;
- (e) modifying a number of base game credits based on the designated modifier if the player obtains the activator; and
- (f) randomly re-designating one of said plurality of modifiers after the player obtains an activator.

